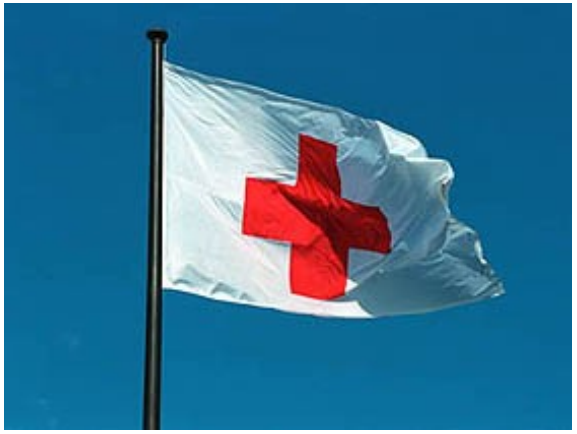
American Red Cross
Southeast Louisiana Chapter

Hurricane Season 2005

Tested Like Never Before

National American Red Cross

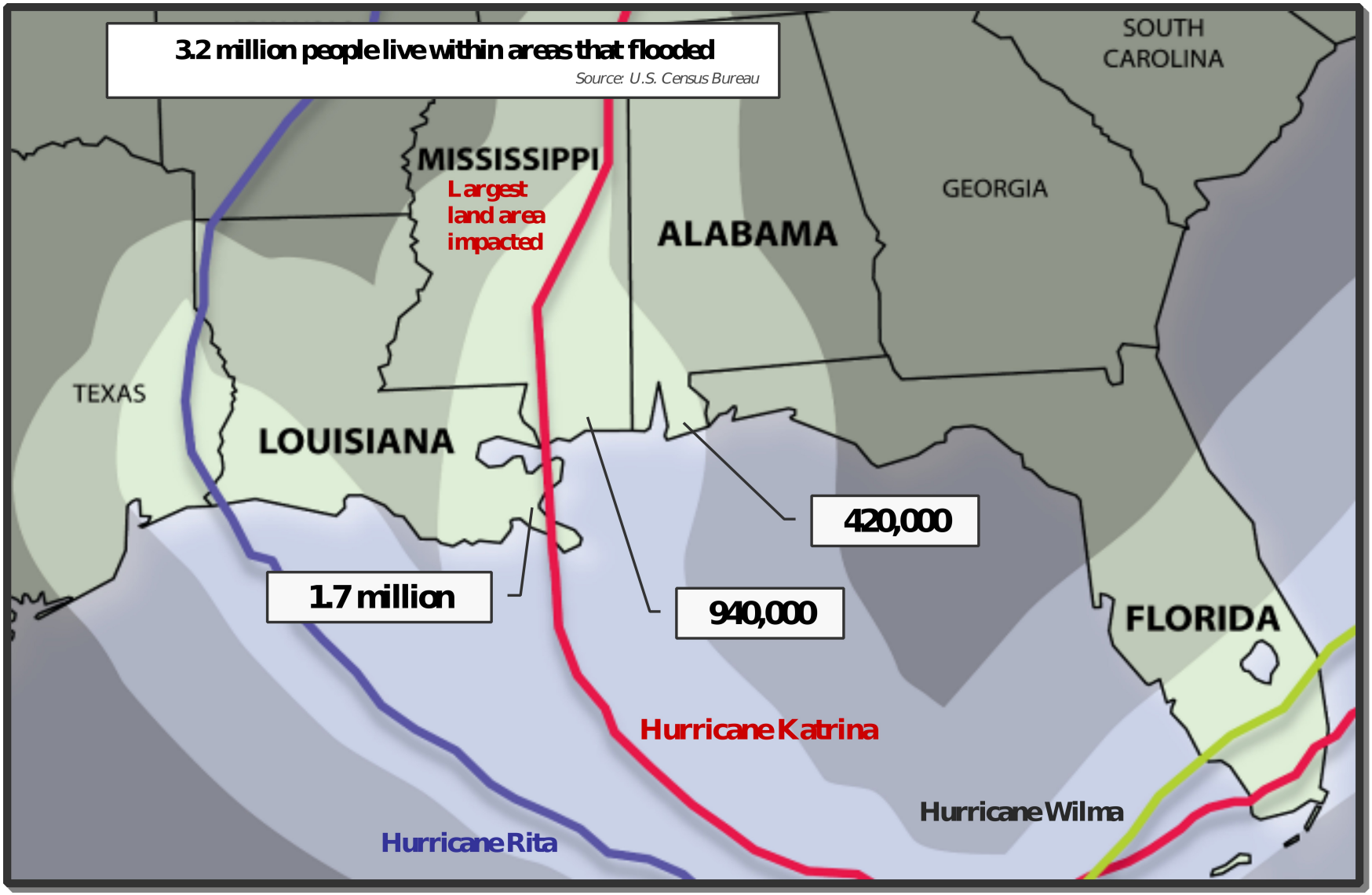
- National Organization Founded in 1881
- Congressional Charter to Provide Service
- Nationwide Network of 815 Chapters
- Mission
  - Help people prevent, prepare for, and respond to emergencies.



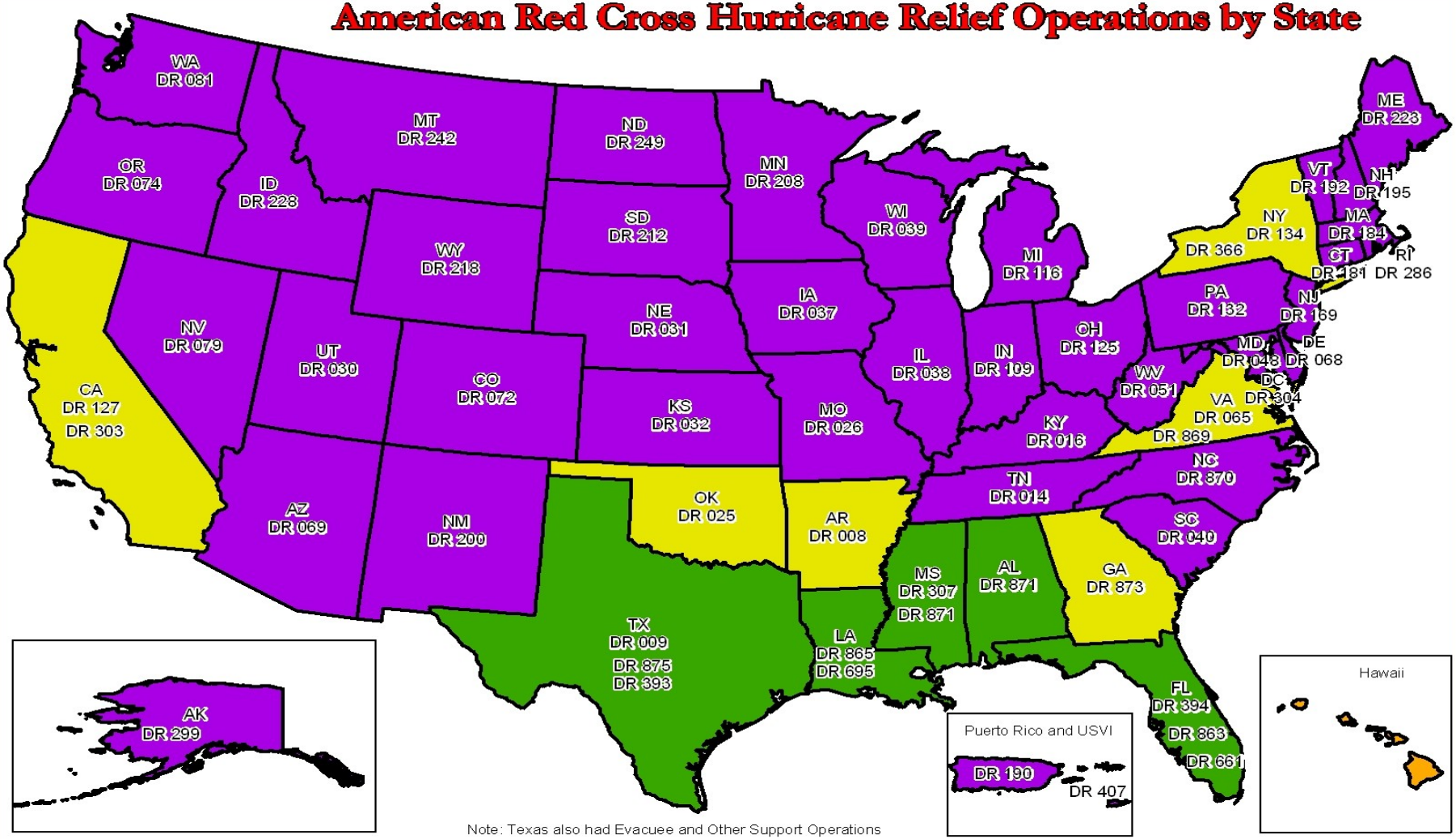
2005 Hurricane Season

Hurricane Katrina, Hurricane Rita, Hurricane Wilma

Population Affected



American Red Cross Hurricane Relief Operations by State



Note: Texas also had Evacuee and Other Support Operations

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American Red Cross
Disaster Services

Miles
0 112.5 225 450

Note: Alaska, Hawaii, Puerto Rico, and USVI are Not to Scale

Legend

- Hurricane Affected States Relief Operations
- Katrina Evacuee Operations
- Hurricane Evacuation and Other Support Operations
- No Current Hurricane Operations

Geographical Information Systems
Preparedness & Response, Operations

November 09, 2005

Source: ESRI
Operations Management

2005 Hurricane Season Service Summary

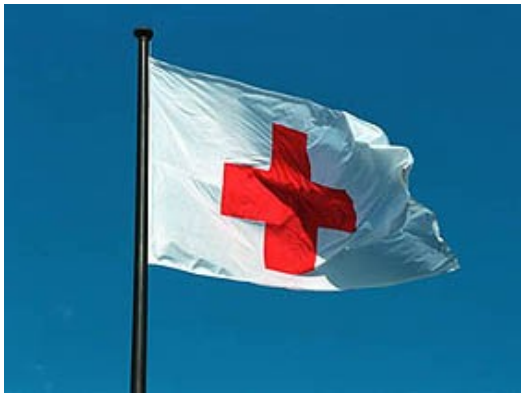
- 1,200 shelters opened in 27 states
- 500,000 people sheltered = 3.4 million overnight stays
- Operated shelters for over 100 consecutive days
- 65 million meals/snacks served
- 340,000 people served through the family linking system
- 1.7 million medical and mental health contacts
- Participation of 50 different national RC Societies
- Financial Assistance provided to 35,000 families per day. (1.4 million families = 4 million people financially assisted)

Projected Cost of Doing Business

Cost Projections		
Service	To Date	Projected
Financial Assistance	$1.4 Billion	$1.5 Billion
Food/Shelter	$224 Million	$227 Million
Medical/Mental Health	$3 Million	$7 Million
Misc. Client Support	$32 Million	$35 Million
Hurricane Recovery Program	>>>>>>>>>>	$198 Million

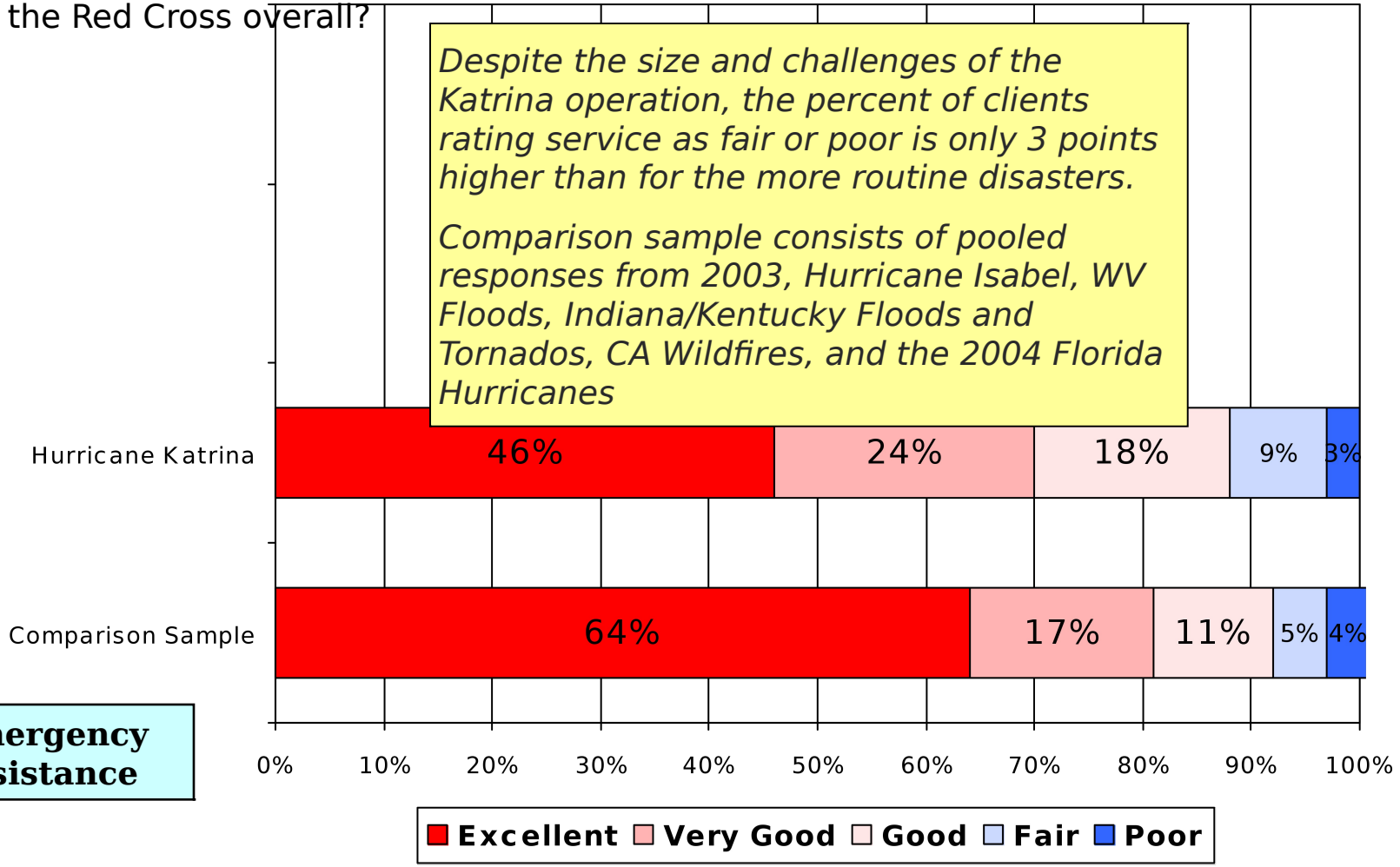
Volunteers

Over 250,000 volunteers provided service.



Katrina Clients/Gallup Survey Overall Rating of Red Cross Services

And thinking about all of your experiences with the Red Cross, how would you rate the Red Cross overall?



Emergency Assistance

American
Red Cross

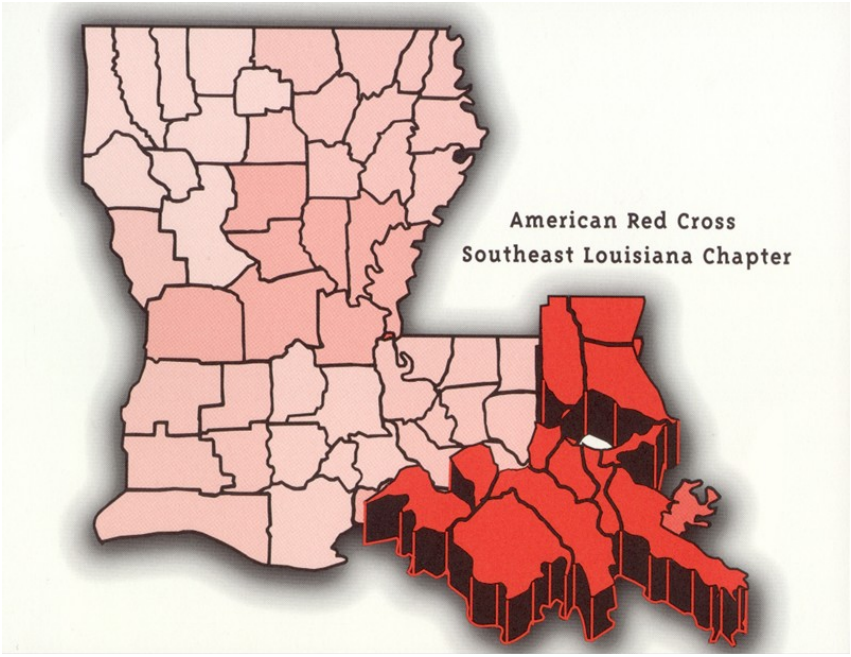
Where we are going.

2006 National ARC Initiatives

- Stockpiling of Relief Supplies
  - Increase supplies to serve 1 million meals and shelter 500,000 people per day initially after an event.
  - Expand national supply distribution and warehouse network.
  - Pre-stocking 1 million debit cards to be used in catastrophic response.
- Strengthening Infrastructure
  - Pre-positioning redundant communications capabilities in 21 coastal cities.
  - Upgrading the IT infrastructure to serve 1 million families within the first 10-days following a catastrophic event.
  - In partnership with DHS/FEMA, create a nationwide shelter database that will track shelter locations and the populations in them.
  - Increase client call center capacity from 15,000 to 100,000 families per day.
  - New Family Linking System to enable evacuees to register themselves and allow family to check their status online.

Southeast Louisiana Chapter

- Founded in 1916
- Serve 1.3 million residents (1.7 million Pre-Katrina)
- 12 Southeast Louisiana Parishes



2006 Chapter Initiatives

- Improve Chapter Relocation procedures.
- Improve communications capabilities.
- Strengthen shelter operations.
- Strengthen community partnerships.
- Improve diversity to reflect population served.
- Strengthen EOC staffing capabilities.
- Expand local volunteer program and staff from outside of the area.
- Improve Re-Entry into affected areas and ensure quicker service delivery.
- Strengthen staging and distribution of relief supplies

American Red Cross
Southeast Louisiana Chapter

Hurricane Recovery Program

- Nationally funded program with staff assigned around the country and in the Southeast Louisiana Area.
- Focused on community relations, education and individual client case management.
- Prepared to support the long term recovery effort.

For More Information

American Red Cross

Southeast Louisiana Chapter

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